

MedData Point

Physician Engagement with Pharmaceutical Content and Advertisements Across the Web

MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 245 U.S. physicians.

Pharmaceutical companies are one of the largest advertisers in the overall marketplace and across all media. They spend billions of dollars annually investing in marketing and advertising directly to consumers and to healthcare professionals (HCPs).

MedData Group's [HCP Digital ID](#) product provides a valuable opportunity for healthcare and pharma companies to advertise their products and services to a highly targeted audience of healthcare professionals at the NPI-level on a wide range of websites, mobile devices, social networks and even addressable TV.

Below are some statistics that show how physicians engage with pharmaceutical content online and through targeted, programmatic advertising.

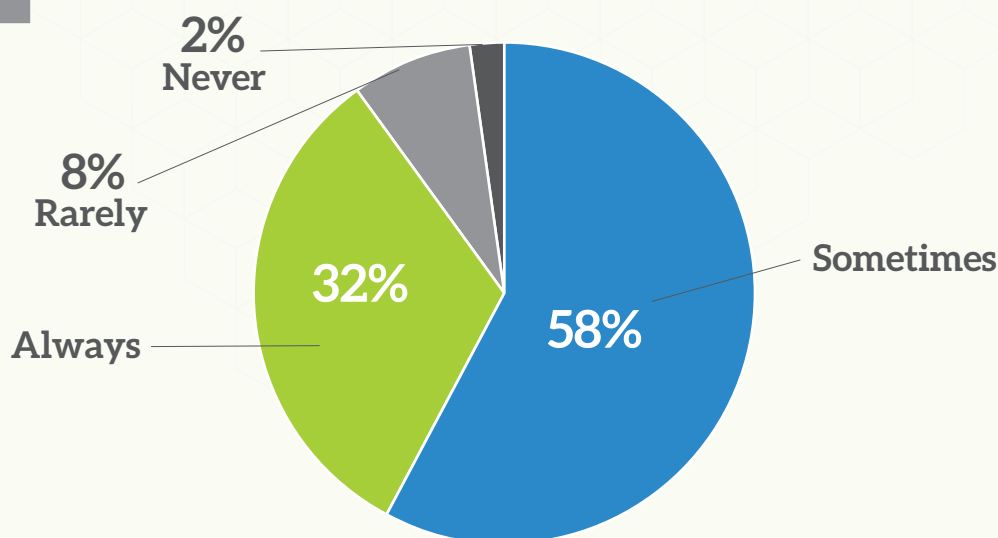
PHYSICIAN ONLINE INTERACTIONS WITH PROFESSIONAL CONTENT

Physicians were asked:

"Do you read professional content when you're not at work?"



90% of physicians said they do indeed read professional content on a regular basis when they're not working.



When asked:

“For direct to provider pharma marketing, how receptive are you to receiving information from pharma companies about new drugs and treatment options?”

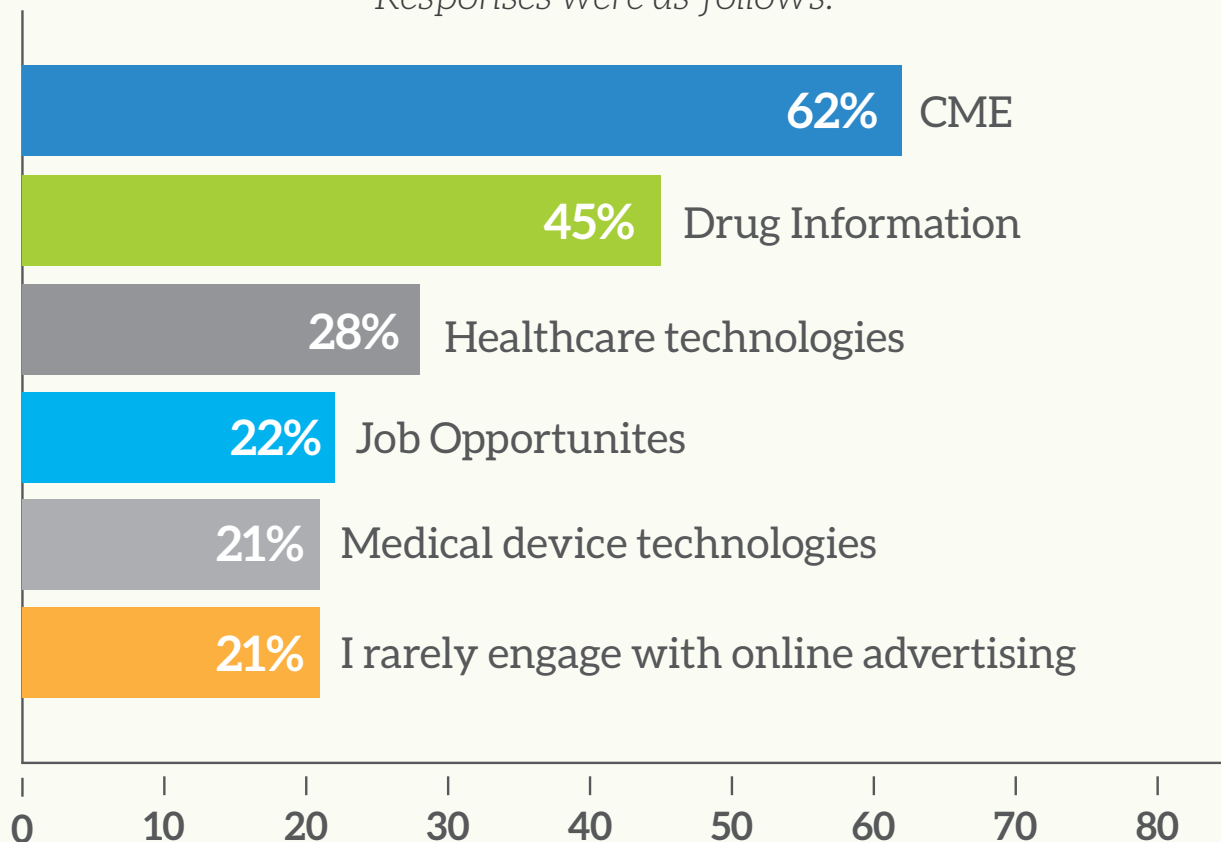
75% of physicians are either very or somewhat receptive to direct to provider marketing from pharma companies.

PHYSICIAN PREFERENCES FOR ONLINE ADVERTISING

When asked:

“If you were to view an online ad for professional medical content, which type of content would you be most likely to click/engage with?”

Responses were as follows:





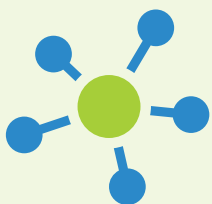
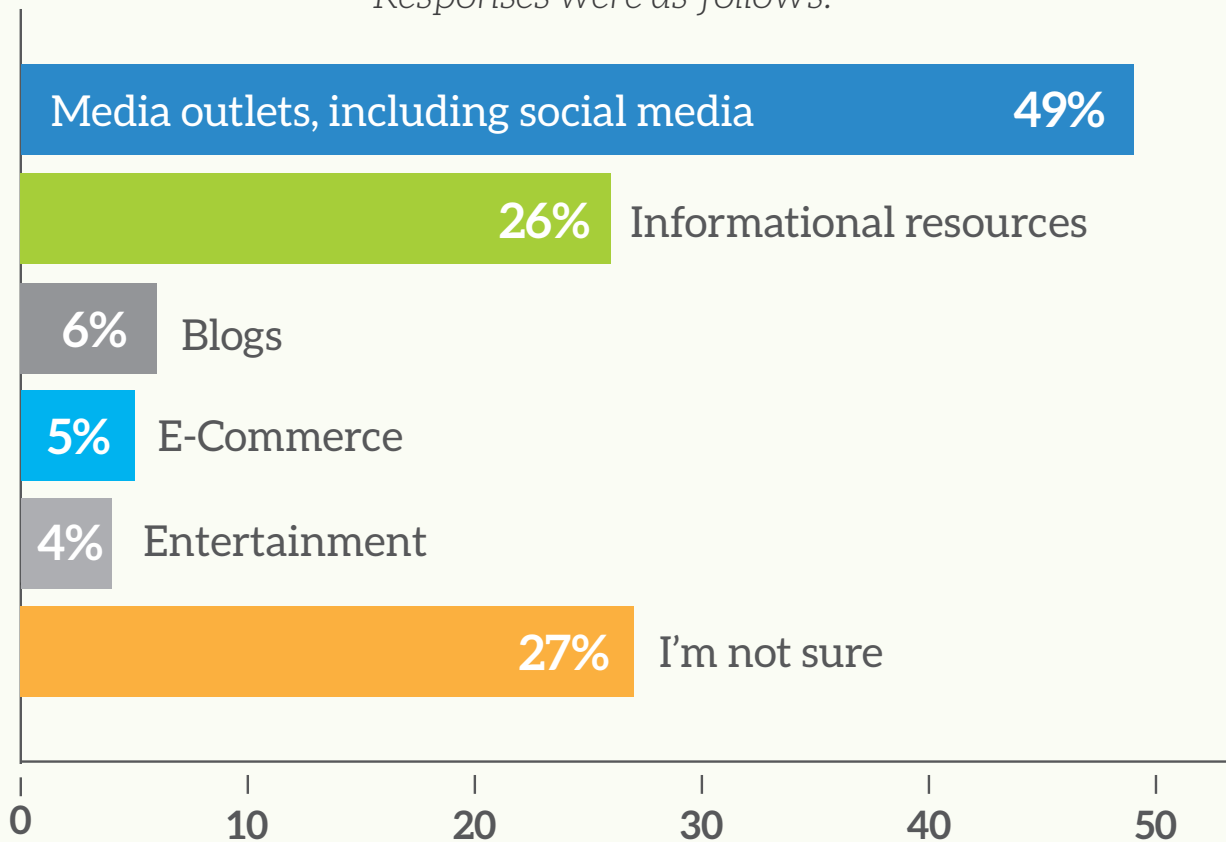
Drug information was the second highest response, indicating that physicians will stop to read pharmaceutical information while browsing online.

Only 21% of this important group of HCPs indicate they **rarely engage with online advertising**.

When asked:

“Upon viewing an ad on non-healthcare sites, which types of websites would you engage with professional healthcare advertising?”

Responses were as follows:









Physicians are engaging with professional healthcare content outside of professional healthcare websites. **Social media** and **news outlets** were the top type of non-professional website where physicians reported interacting with healthcare advertisements the most.

PHYSICIAN ENGAGEMENT ON SOCIAL MEDIA

When asked:

“How often are you active on the following social media channels?”

Responses were as follows:

| | DAILY | AT LEAST WEEKLY | AT LEAST MONTHLY | NEVER |
|---|--------|-----------------|------------------|--------|
|  | 54.22% | 18.07% | 7.23% | 20.48% |
|  | 6.85% | 23.29% | 15.07% | 54.79% |
|  | 8.57% | 29.52% | 52.38% | 9.52% |
|  | 9.84% | 27.87% | 27.87% | 34.43% |
|  | 2.70% | 6.76% | 9.46% | 81.08% |
|  | 11.94% | 8.96% | 2.99% | 76.12% |

Taking a closer look by age:



25-34

93% are on Facebook at least weekly

93% are on Facebook at least monthly

25% are on Twitter at least monthly

53% are on LinkedIn at least monthly

35-44

81% are on Facebook at least weekly

82% are on Facebook at least monthly

33% are on Twitter at least monthly

67% are on LinkedIn at least monthly

45-54

71% are on Facebook at least weekly

79% are on Facebook at least monthly

55% are on Twitter at least monthly

85% are on LinkedIn at least monthly

55-64

68% are on Facebook at least weekly

76% are on Facebook at least monthly

50% are on Twitter at least monthly

84% are on LinkedIn at least monthly



The younger the doctor, the more active they are on Facebook. Conversely, **the older the doctor**, the more active they are on Twitter and LinkedIn. By age 45, doctors dramatically increase their use of LinkedIn.



While Facebook caters to a younger demographic of doctors, physicians with more work experience may be more active on LinkedIn for the purposes of professional networking, and building up their careers and brand reputations.

Taking a closer look by specialty:



PCPs

64% are on Facebook at least weekly

50% are on Twitter at least monthly

94% are on LinkedIn at least monthly

72% are on Facebook at least monthly

Specialists

60% are on Facebook at least weekly

44% are on Twitter at least monthly

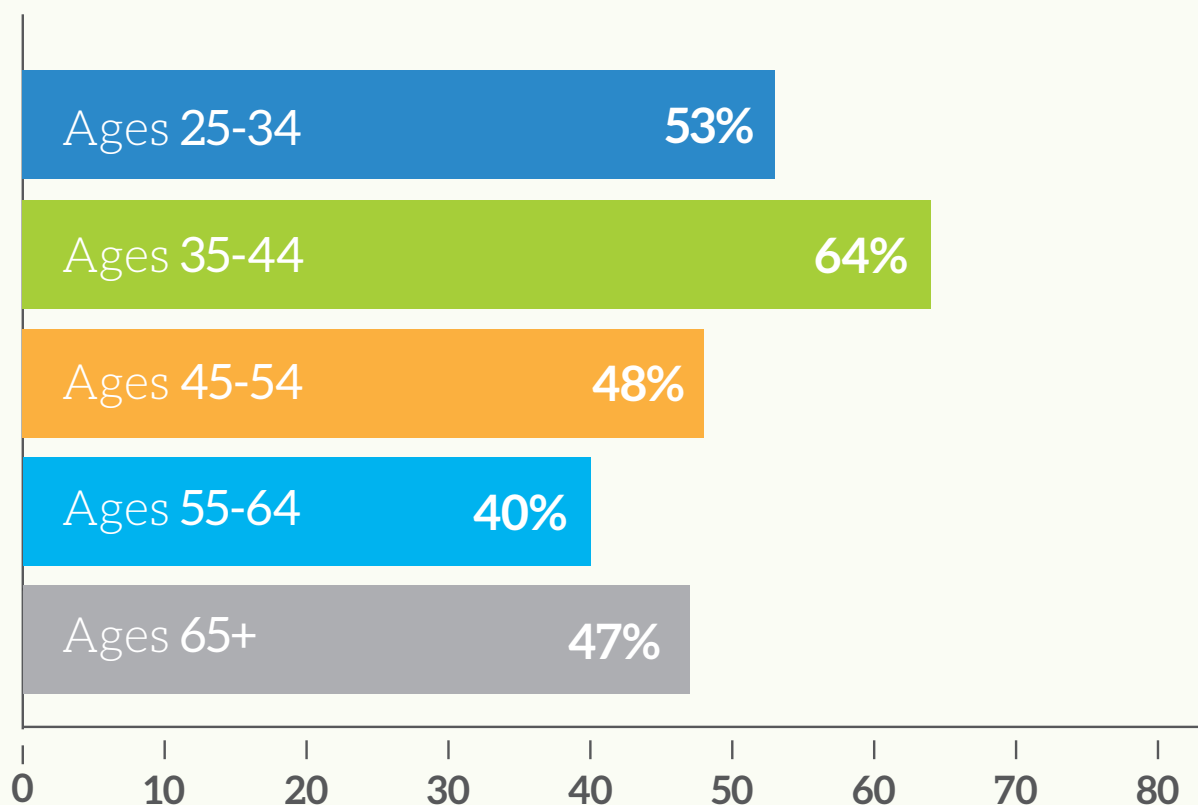
85% are on LinkedIn at least monthly

74% are on Facebook at least monthly

PHYSICIAN ENGAGEMENT WITH PHARMACEUTICAL CONTENT ON SOCIAL MEDIA AND OTHER LIFESTYLE SITES

When asked:

“Have you found that viewing ads for new drug information across a variety of websites (news outlets, lifestyle sites, social media, etc.) has helped you become more aware of pharmaceuticals relevant to your area of specialty?”



The majority of 25-44 year old physicians have possibly or definitely become aware of new drug information from seeing ads across a variety of websites. It is possible that the younger generation of physicians, who grew up exposed to more forms of digital advertising, are more open and accepting of advertising content as a form of valuable information.



“Facebook advertising has by far been our most successful digital marketing campaign for helping us achieve our goals in audience engagement and growth.”

*— Danielle Schroth
Director of Crowd Development, InCrowd*

By employing a programmatic ad buying strategy, combined with the right targeting data, healthcare and pharma marketers gain the ability to target highly specific healthcare audiences across multiple websites, networks and social channels, extending their reach in a highly cost-effective way at scale.

MedData Group's HCP Digital ID solution provides the data to fuel your programmatic campaign, guaranteeing that your ads are being displayed only to the specific HCPs that you want and need to target. Irrespective of the type of websites your ad campaign is displayed on, MedData Group can ensure you are reaching the exact HCPs that you are looking to target.

**CONTACT US TODAY TO LEARN MORE
ABOUT HOW HCP DIGITAL ID CAN FUEL YOUR
PROGRAMMATIC AD BUYING STRATEGY.**

About MedData Group: MedData Group provides a wide range of data solutions and demand generation programs for providers of pharmaceuticals, medical devices, healthcare technology, professional services, medical education, publishers and others looking to engage with professional healthcare audiences. We offer a full range of highly flexible, cost-effective data solutions as well as demand/lead generation programs. Our database of over 2 million healthcare professional records including email, digital ID, clinical behavior (Dx/Px) and dozens of other data fields is constantly being verified, enriched and updated to fuel your interactive marketing campaigns. Our suite of innovative solutions will help you reach and engage the right HCP audiences through the right channels.

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